

## EDITORIAL

### Audio-Digest Foundation

ONE OF THE ROUTINE, unpublicized actions of the C.M.A. Interim Session of the House of Delegates was the approval of the acquisition by the Association of Audio-Digest. This operation has been under way in Los Angeles for some months, on a private basis, and has attracted considerable attention throughout the country.

As originally put together by Jerry L. Pettis, an associate director of public relations for the California Medical Association, Audio-Digest undertook to prepare weekly tape recordings of digested current medical literature. The primary goal was the general practitioner, who was likely to be too busy to read the periodicals coming into his office and likewise too remote to have access to various specialty journals containing items of interest and use to him in his practice.

On this basis, with reading, editing and digesting on a volunteer basis, Audio-Digest has developed a weekly series of tape recordings of one hour's duration, which the general practitioner can play in his home or office. If his time is too occupied for such pursuits during his working or home hours, he can easily convert his tape recorder to plug into the cigarette lighter in his car and thus pick up three or four minutes' digest between home or hospital calls.

On top of the weekly digests, Audio-Digest has started accumulating entire lecture recordings by nationally recognized experts. These have been made available for more specialized audiences.

The normal handicaps of small size, limited working capital and lack of prestige of a private operation influenced Mr. Pettis to offer his idea to the California Medical Association. With the prestige which the Association can lend to this enterprise,

it is obvious that its potential will be greatly augmented.

In accepting this gift, the Council of the C.M.A. took steps to organize a non-profit corporation, Audio-Digest Foundation. This is a wholly-owned subsidiary of the Association, the profits of which are to be devoted to medical education or other fields in the structure of the medical profession.

The new corporation will be governed by a Board of Trustees which will at all times consist of the voting members of the C.M.A. Executive Committee. These officers include the president, president-elect, speaker of the House of Delegates, chairman of the Council and chairman of the Auditing Committee. Working under this board will be Dr. Edward C. Rosenow, Jr., who has accepted appointment as editor-in-chief. He, in turn, will be aided by an editorial advisory board.

Audio-Digest Foundation will undertake at once to expand its editorial board with outstanding members of the profession. It will also proceed to develop a library of specialized papers by nationally recognized physicians and teachers. This should lead to an auditory abstract and lecture series of great value. In addition to selling its service, Audio-Digest will sell tape recording equipment and provide copies of tapes for its own use and for others who require tape duplicating. The foundation has access to electronic equipment which makes the duplicating process not only speedy but most economical.

Interestingly enough, the cost factor has been so reduced by the availability of some working capital that a one-hour tape recording, digesting current medical literature, can be produced and sold at a cost considerably below the cost of the tape alone when bought blank at the retail store. When a physician has no further use for his tape, he can erase it and use it over and over again for office dictation.

Audio-Digest Foundation appears to offer a wide and highly flexible field of usefulness. It can be used not only for reporting current medical literature but for communicating between the C.M.A. and the county societies, for postgraduate training, for legislative and other purposes; in short, wherever a clear, concise field of communication is desirable.

It is obvious that under its new sponsorship this activity should grow into ever-increasing usefulness and return a profit which can be devoted to fields strictly in furtherance of better medical training and medical practice.

### **Another A.M.A. Delegate**

AN ELECTION was held at the C.M.A. Interim Session in December to fill an office that did not then exist, and while the occasion engendered a good deal of levity at the time, the result of that election has turned out to be of solid value.

The office was that of an additional delegate from California to the House of Delegates of the Amer-

ican Medical Association, even though at the time of the December meeting it was not certain that the membership of the California association had risen high enough to entitle us to an additional representative. It was known, of course, that membership was close to 12,000, but whether it would go above that level could not be definitely determined until the county societies filed their official reports of membership as of December 31.

Waiting to see was out of the question owing to the fact that A.M.A. delegates must be elected in the calendar year preceding the year in which they begin their official service. Hence the season was rushed a little and an election was held, in subjunctive mood, to choose an official who was, for the nonce, spoken of jocosely as "phantom delegate" and "the invisible man."

Happily the doubt is ended. Official word has assured the C.M.A. of an additional, a thirteenth, delegate to the A.M.A. for 1954. Dr. Paul Foster, elected as delegate, and Dr. Arthur A. Kirchner, his alternate, will serve in the 1954 A.M.A. House of Delegates.